

Routes4U Project

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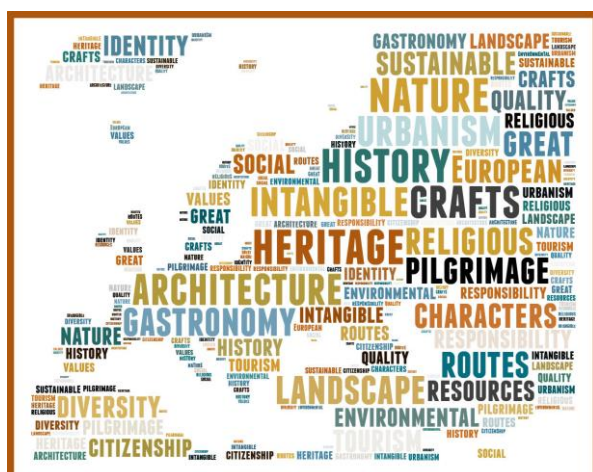
COUNCIL OF EUROPE



Implemented
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Routes4U Joint Programme – Second Steering Committee meeting 2 July 2019 28, Rue Münster, L-2160 Luxembourg Abbey of Neumünster, Salle Dune

Information on Routes4U Branding-strategy



During its meetings in each of the macro-regions, Routes4U conducted **workshops on marketing strategies** to promote the macro-regions through their iconic Cultural Route of the Council of Europe. Before each workshop a working document was prepared and after the workshop a report was written. All are available **on the Routes4U website**, in the Research webpage.

A **branding strategy** is currently being developed for each macro-region: EUSAIR, EUADR, EUSALP and EUSBSR. Each strategy is developed as the result of three

phases:

1. Audit phase: Data and information collection, research on the tourism offer along the Cultural Routes and in the macro-regions, on tourists' experience, on tourists' expectations...
2. Brand development phase: On the basis of the data collection, a brand strategy is developed, including the definition of a **brand vision** as well as of a **brand identity and values**.
3. Recommendations on brand: Action-oriented recommendations concerning the creation and promotion of the respective macro-regional brand, including recommendations on "Brand-personality" guidelines for the marketing material, distribution channels, communication channels, promotional slogans.

As part of Routes4U e-learning course, module 5 will be dedicated to how to develop a marketing strategy and a brand.

A call for proposal for mini-grants awarded to implement the branding strategy was launched in June 2019.